



NEWS RELEASE

City of Martinez
Communications Office
925.372.3520
525 Henrietta Street

12-27-2018

FOR IMMEDIATE RELEASE

PRESS RELEASE #12.27.2017

Subject: Martinez selected as top-10 finalist for Season 3 of Small Business Revolution - Main Street

Contacts: Leanne Peterson, Main Street Martinez Executive Director, (925) 228-3577 or Christina Ratcliffe, City of Martinez Community & Economic Development Director, (925) 372-3524

MARTINEZ – Main Street Martinez and the City of Martinez are proud to announce that Martinez has been selected as a top-10 finalist for Season 3 of the Small Business Revolution – Main Street series!

After considering thousands of downtowns across the country, Deluxe Corporation chose Martinez as one of the 10 communities that will compete for a chance to win \$500,000 for downtown revitalization. Follow the contest and find more information at MyMartinez.org.

You can help Martinez win this award by sharing photos, stories, and anecdotes about what you love about Downtown Martinez on Facebook (@smallbizrev), Twitter (@smbizrevolution), and Instagram (@smallbusinessrevolution). Use the hashtag **#MyMartinez**.

Martinez residents, businesses owners, and other stakeholders are encouraged to welcome Deluxe representatives at a special *Get to Know Martinez* event on Friday, January 5, 2018 from 6pm-8pm at the Veterans Hall, 930 Ward St, Martinez, CA 94553.

“Main Street Martinez supports the City’s efforts to make economic development a top priority,” said Main Street Martinez Executive Director Leanne Peterson. “We are delighted to spearhead this effort and partner with the City to make the case that downtown’s history and architecture combined with its new energy and momentum make it the perfect choice for Season 3 of the Small Business Revolution – Main Street.”

The competition is part of the highly acclaimed series: Small Business Revolution – Main Street. Get a sneak peek at what could be in store for Martinez by watching the first two seasons at SmallBusinessRevolution.org, Hulu, or YouTube. The hosts are Amanda Brinkman (with Deluxe and on Forbes' Communication Council) and Robert Herjavec (entrepreneur and former host of Dragon's Den and Shark Tank). They bring with them a crew of experts to help individual business owners and Main Street districts find their paths to success.

Deluxe representatives will visit nine other downtowns in early 2018 before narrowing the list to five finalists who will compete in a nationwide vote. The winner will be announced in late February.

Please come to the *Get to Know Martinez* event on Friday, January 5, 2018 from 6pm-8pm at the Veterans Hall, 930 Ward St, Martinez and let these folks get to know the authentic Martinez.

###